



Public Works Agenda Item

Meeting Date: July 14, 2026

Agenda Item: Elizabeth Parking

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

(Enter the who, what when, where, why)

This item was last discussed in November 2025 at the Public Works Committee, mainly due to discrepancies in the parking restrictions listed in the Municipal Code versus what is actually posted in the field. Discussion also revolved around the safety of students getting picked up after school on Elizabeth Street. The November 2025 meeting memo, attachments, and minutes are attached for reference.

At the meeting it was stated that it might make sense to wait to discuss this topic until changes are made at the Middle School regarding with the bus drop-off/pick-up location and the parent drop-off/pick-up location for students. The new parent drop-off/pick-up location/map is included in the attachments.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

At the November 11, 2025 Public Works meeting the committee decided to leave the signage and the ordinance as is and asked for the item to be back on a future agenda in summer 2026.

FINANCIAL IMPACT

(If none, state N/A)

Any changes to signage would involve a minimal financial impact for purchasing new signs. Installation would be completed by city crews.

STAFF RECOMMENDATION

Staff is looking for direction from the committee to update the Municipal Code for better enforcement. Staff's recommendation is to update the Municipal Code to reflect the current signage:

- West Side, from 115 north of Melrose Street to Kay Street: No Stopping, Standing or Parking
- West Side, from Kay Street Walworth Avenue: 2 Hr Parking during School Hours, 8:00 – 4:00
- West Side, from Walworth Avenue to cul-de-sac: No Parking
- East Side, from cul-de-sac to Middle School Property: 2 Hr Parking during School Hours, 8:00 – 4:00
- East Side, adjacent to Middle School Property: No Stopping, Standing or Parking

Here are crude definitions provided by the Police Department:

Stopping: momentarily halting the vehicle (could include stopping to drop off or pick up passengers while still in control of the vehicle).

Standing: vehicle remains motionless for a brief period while the driver remains in the vehicle with the engine running.

Parking: the vehicle is stopped, whether occupied or not, for an extended duration. Includes turning off the vehicle or leaving it unattended.

It would be the Police Department's recommendation that the two areas by the Middle School be posted "No Stopping, Standing or Parking" for easier enforcement if the intention is not to allow kids to be picked up on Elizabeth Street.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

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| 1. Nov 11, 2025 PWC Memo |
| 2. Elizabeth Street Parking Restrictions |
| 3. Elizabeth Street Parking Map |
| 4. PWC Minutes 11-11-2025 |
| 5. New Drop Off Routing |
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